

Chocolate Is The “Original Feel-Good” Food

Functional Chocolate Goes Mainstream

Over a quarter of chocolate consumers in the western world are interested in buying chocolate with physical or emotional health benefits indicating that there is a strong market for functional foods.

According to recent research completed in Belgium, Switzerland, France, Germany, the UK and the US, 27 per cent of consumers in these countries buy chocolate to promote a feeling of well-being. What could be better? Chocolate tastes great and has enough caffeine and creates serotonin to produce feelings of elation that lift your mood, spirits and attitude. This is fantastic news for the hundreds of millions of people who love chocolate, dream about it—even obsess about it, yet are increasingly interested in functional foods that claim to have added benefits of well being.

Chocolaty Health Claims

According to the researchers, functional chocolate is the most popular in the US, where 14 per cent of consumers say they eat it at least once a month. The Americans are closely followed by the Swiss, 12 per cent of whom say they eat functional chocolate once a month. The popularity of such products appears to be backed up by market research reports that the functional market has grown by 15 per cent on average per year over the last four years.

In terms of the desired effect of eating chocolate, these functional, better-for-you-claims include that chocolate is beneficial to the heart, enhances memory and is tooth decay-friendly. The data shows that functional chocolate is quickly gaining in popularity. Consumers are increasingly seeking chocolate that offers them clinically proven physical or emotional health benefits. However, the true benefits of chocolate didn't come to light until recently when scientists and researchers alike really started to back up their health claims.

Choclatique Q-91—Extra Dark, Super Premium Chocolate



Choclatique Q-91 is our extra dark, super premium, bitter sweet chocolate made with 91% cacao mass from exotic cacao beans grown close to the equator; they are fermented, dried and roasted to our exacting standards. Antioxidants found in cacao—the fruit from which chocolate is made—are said to decrease blood pressure and reduce levels of “bad” cholesterol. Chocolate is a known stimulant and thought by many to be an aphrodisiac. **Q-91** is low in sugar and rich in flavanols and antioxidants which many nutritionists claim are beneficial to your health. It is rich in flavor and smooth in texture with light fruit undertones. **Q-91** is very distinctive—never sharp or bitter.





The Proper Way to Eat Choclatique Q-91



Let the chocolate wafer or square lightly melt on your tongue and you will get the essences of ripe cherry, flashes of coffee and deep chocolate over complex layers of tart citrus, red fruit and roasted nutty notes held up by a solid deep chocolate base. This high cacao content medium-bodied, very intense chocolate is smooth on the palate with a long bittersweet chocolate finish. Enjoy one or two wafers a day every day. It surely can't hurt... after all, it's only chocolate.

The Science of Chocolate

Scientists are still developing their opinions on the health benefits of dark chocolate. It is probably not a good idea to replace your daily intake of fruits and vegetables with a 6-layer frosted chocolate cake—whether dark or milk chocolate, but the research has certainly reduced the stigma of a moderate daily chocolate habit.

Q-91 is cast in thin wafers. Q-91 is packaged 42 wafers to a box. \$10 plus shipping.

About Choclatique:

Choclatique is a privately owned, super-premium chocolate company founded in 2003 by Ed Engoron and Joan Vieweger. Hand-crafted in their Southern California *Chocolate Studios* by professional artists and chocolatiers, **Choclatique** provides over 150 premium chocolate confections from traditional to whimsical to secretly savor or share with those you love. They are available in high-end retail establishments, 5-star hotels and clubs and on a robust and fun interactive website (www.choclatique.com).

“Preserving the traditions of artisanal chocolate-making, one piece at a time.”

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